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Date and time 12/14/87 16:38:30

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SWEDEN — STAR 87

DECEMBER 14, 1987

TO: M REARDON
FROM: S G CARLSON
CC: L C CAMILLERI
N JANELLE
J B ROBINSON
P HAMMARSKIOELD - LAGERLOEF
PB, EGC - PMAB

MR PER GULDBRANDSEN OF THE ''RIKSRADION'', I E NATIONWIDE RADIO, CHANNEL 1, CALLED ME AT 15.20 TODAY.

MR GULDBRANDSEN IS ONE OF THE JOURNALISTS THAT ATTACKED US SOME TIME AGO WITH ''STAR-87'' CLAIMS. AS YOU REMEMBER, HE WAS PART OF THE TEAM THAT STARTED BROADCASTING ''QUESTIONS PHILIP MORRIS DOES NOT ANSWER'', INCLUDING ''HOW MUCH MONEY DO YOU SPEND ON ADVERTISING TO YOUTH?''.

HIS OPENING TODAY WAS THAT ''THIS TIME THE TAPE RECORDER IS RUNNING''. I ASKED HIM FOR HIS MISSION, AND HE TOLD ME HE WANTS ''ANSWERS TO THOSE QUESTIONS HE ASKED ME SOME WEEKS AGO ABOUT MARLBORO'S MARKETING, THE YOUTH MUSIC FESTIVALS ETC''.

MY REPLY, AS AGREED IN LAUSANNE, WAS THAT WE HAVE DISCUSSED THE ISSUE WITH THE CONSUMER COUNCELLOR'S OFFICE, AND HAVE NOTHING TO ADD.

I ALSO SAID THAT IT IS AGAINST GOOD JOURNALISTIC PROCEDURES TO START TELEPHONE CONVERSATIONS WITH TAPE RECORDERS RUNNING, AND THAT I ASSUMED THAT HE WILL NOT USE THE TAPE FOR ANY PURPOSES.

THIS IS PRESUMABLY SPARKLED BY THE MINISTRY OF SOCIAL AFFAIRS, WHERE THE KEY PEOPLE ARE NOW BACK HOME AFTER TOKYO, AND THE NON-SMOKING GENERATION.

KIND REGARDS,
STIG G CARLSON

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